WHAT IS CLAIMED IS:

1. A method of providing a web-based multimedia presentation on a remote user computer, comprising:

transmitting to the user computer a web page for display by a web browser, the web page including a player module for displaying a multimedia presentation, the player module providing at least first and second display screens that are provided as respective layers within the web page;

transmitting video content to the user computer for display as a video within the first display screen; and

transmitting non-video content to the user computer for display within the second display screen;

wherein the video content includes embedded commands, including commands which cause the player module to switch the first and second display screens into and out of view within the web page during playing of the video.

2. The method as in Claim 1, wherein the first and second display screens occupy the same display area within the web page.

3. The method as in Claim 2, wherein the non-video content includes a hypertextual menu which is superimposed over the video content during playing of the video.

4. The method as in Claim 1, wherein the video content further includes a command which causes the video to pause itself.

5. The method as in Claim 4, wherein the video content further includes a command for causing non-video content to be displayed within a third display screen of the player module with the video is paused.

6. The method as in Claim 5, wherein the non-video content displayed within the third display screen comprises an interactive advertisement which is related to the video.

7. The method as in Claim 1, wherein the video content further includes commands that specify screen positions of the first and second display screens.

8. The method as in Claim 1, wherein the video content further includes a command that specifies a player skin to be displayed within the web page in conjunction with the video.

9.   The method as in Claim 1, wherein the video content further includes a command for moving at least one of the first and second display screens within the web page during playing of the video.

10.   The method as in Claim 9, wherein the command specifies a time period and path over which a display screen is to be moved incrementally.

11.   The method as in Claim 1, wherein the player module loads browser plug-ins as needed based on the format of the video content.

12.   The method as in Claim 1, wherein the player module includes at least the following display screens, each of which is controllable by commands embedded within the video content: a video screen, a menu screen, and a caption screen.

13.   The method as in Claim 12, wherein the player module further includes at least a logo screen and an animation screen that are controllable by commands embedded within the video content.

14.   The method as in Claim 1, wherein the player is capable of playing multiple videos of different formats within the same web page using different plug-ins.

15.   A method of providing a web-based multimedia presentation on a remote user computer, comprising:

transmitting streamed content to the user computer for display within a first display screen of the web page; and

transmitting video content to the user computer for display within a second display screen of the web page, wherein the video content includes embedded commands which control the display of the non-video content within the first display screen in synchronization with playing of the video content within the second display screen.

16.   The method as in Claim 15, wherein the first and second display screens occupy the same display area within the web page.

17.   The method as in Claim 16, wherein the non-video content includes a hypertextual menu which is superimposed over the video content during playing of the video.

18.   The method as in Claim 15, wherein the video content further includes a command which causes the video to pause itself.

19.   The method as in Claim 18, wherein the video content further includes a command for causing non-video content to be displayed within a display screen of the player module with the video is paused.

20.   The method as in Claim 19, wherein the non-video content displayed with the video paused comprises an interactive advertisement which is related to the video.

21.   The method as in Claim 15, wherein the video content further includes commands that specify screen positions of the first and second display screens.

22.   The method as in Claim 15, wherein the video content further includes a command that specifies a player skin to be displayed within the web page in conjunction with the video.

23.   The method as in Claim 15, wherein the video content further includes a command for moving at least one of the first and second display screens within the web page during playing of the video.

24.   The method as in Claim 23, wherein the command specifies a time period and path over which a display screen is to be moved incrementally.

25.   A web page for displaying multimedia content, the web page comprising:

a first layer which provides a first display screen for displaying a first type of content;

a second layer which provides a second display screen for displaying a second type of content; and

a player module which manages at least the visibility of, and the display of content within, the first and second display screens in response to commands embedded within streamed content.

26.   The web page as in Claim 25, wherein the streamed content comprises video content.

27.   The web page as in Claim 25, wherein the streamed content comprises at least one of a music file and an animation file.

28.   The web page as in Claim 25, wherein the player module modifies locations of at least one of the first and second display screens within the web page based on commands embedded within the streamed content.

29.   The web page as in Claim 25, wherein the player module loads browser plug-ins as needed based on the format of the streamed content.

30.   The web page as in Claim 25, wherein the player module includes at least the following display screens, each of which is controllable by commands embedded within the streamed content: a video screen, a menu screen, and a caption screen.

31.   The web page as in Claim 30, wherein the player module further includes at least a logo screen and an animation screen that are controllable by commands embedded within the streamed content.

32.   The web page as in Claim 25, wherein the player module is capable of playing multiple videos of different formats within the web page using different plug-ins.

33.   A web-based multimedia presentation, comprising:

video content having at least one pause command embedded therein, the video content adapted to be played as a video; and

a web page comprising a web-based player module which is adapted to play the video file, wherein the player module is responsive to the pause command by pausing play the video.

34.   The web-based multimedia presentation as in Claim 33, wherein the video file further comprises a command for displaying an advertisement upon pausing of the video.

35.   The web-based multimedia presentation as in Claim 34, wherein the advertisement is for a product displayed within the video.